

Travel and Tourism

Advanced GCE

Unit **G734**: Unit 15 – Marketing in Travel and Tourism

Mark Scheme for June 2012

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Question		Answer	Marks	Guidance
1	(a)	<ul style="list-style-type: none"> • Business (✓). • ABC1/2 (✓). • Tourists (✓). • People living in the home counties (✓). • Commuters (✓). • Foot passengers (✓). • Bikers (✓). • Families (✓). • Sailors (✓). • Skaters (✓). 	3 [3*1]	One mark for each correct identification up to a maximum of three identifications.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>....range of fares gives variety of options for both Wightlink and customers. It will encourage early bookings and give security to the company through securing income before expenditure. Deals and offers may encourage new bookings and spread the customer base, growth in seasonal travellers and profiles of customers may benefit. Danger that too many fares will cause confusion for both the company and the customers therefore careful explanations and marketing initiatives need to be considered (L3).</p>	12	<p>Wightlink:</p> <ul style="list-style-type: none"> • To spread demand. • Attract more customers with different budget. • Encourage customers to make early bookings. • Promo offers for different types of customers linked to visitor attractions on the Island. • Bookings give company money up front and helps with booking information. • Gain more bookings and eventually profit. • Gives fantastic marketing and promotional objectives. • Encourage more people to travel at off-peak times or when demand is low. • Grow the market. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes benefits. Information may be in the form of a list. There is little or not attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 1: <i>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
					<ul style="list-style-type: none"> Stay ahead of competition e.g. Red Funnel. <p>Customer:</p> <ul style="list-style-type: none"> Know that by buying earlier will gain cheaper fares. Makes WL more attractive to more people. Gives customers more choice. Can have discounted deals with Tesco Club Card deal. Makes WL a more affordable option. Allows customers to decide what they want to spend their money on, when they want to travel and times. 	<p>Level 2: [5-8 marks] Candidate describes benefits to Wightlink and its customers of offering a range of fares. Candidate will show an understanding of the question and include explanations of a number of benefits which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 2: <i>No list – must be at least ‘describe’.</i> <i>Description only – 5 marks.</i> <i>Explanation/analysis – 6 or 7 marks.</i> <i>Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of benefits to Wightlink and its customers of offering a range of fares. Candidate effectively discusses benefits.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 3: <i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p>

Question			Answer	Marks	Guidance
	(c)		<ul style="list-style-type: none"> By enforcing legislation (✓) concerns decency, honest and legality of adverts (✓). Produces a code of practice for broadcast (✓) and guidelines to assist in preparation of materials and advertisements (✓). Monitors advert contents (✓) deals with complaints (✓). 	4 [1+1]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.

Question		Answer	Marks	Guidance
	(d)	<ul style="list-style-type: none"> Protection to purchasers of package holidays (1) such as coach holidays to the IOW (1) holiday period of at least 24 hours/pre-arranged combination (1) has responsibilities to customers for price changes (1) cancellations (1) insolvency protection (1) 	6 [1+2]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.

Question		Answer	Marks	Guidance
2	(a)	<ul style="list-style-type: none"> Provides link onto the Island and mainland (✓) makes travel easier for customer by connections being simplified (✓). This will encourage customers to book and re-book (✓) and will make their journey planning easier (✓). They will have a positive image of WL and its partners (✓) simplifies travel process (✓). 	4 [1+1]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	Many people watch music and sporting events, this will create greater awareness for WL. Publicity like this guarantees that so many people will see the sponsorship. However the costs of sponsoring an event must be carefully weighed up as other promotional activities may produce better returns for less costs such as direct marketing. WL was able to link their sponsorship directly to a newly launched product this may have double the benefits (L3) .	9	<ul style="list-style-type: none"> Publicity guaranteed for target market especially for music and sporting events. Plenty of TV, press coverage always mentioned when covered in advertising of event – gives greater publicity to Wightlink. Shows goodwill in the community and for the particular activity (for heroes and walking, sailing events). More advertising generates greater awareness. Carefully targeted promotional work. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes benefits. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>Level 1: <i>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</i></p> <p>Level 2: [4-6 marks] Candidate describes benefits to Wightlink of sponsoring events on the Isle of Wight. Candidate will show an understanding of the question and include explanations of benefits to Wightlink which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 2: <i>No list – must be at least 'describe'. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because....means that....) – 6 marks.</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of benefits to Wightlink of sponsoring events on the Isle of Wight. Candidate effectively assesses possible benefits to Wightlink. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 3: <i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</i> <i>With overall supporting conclusion – 9 marks.</i></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c) large on board market is perfect for advertising to a captive audience. The range of customer types from business through to holiday makers can be carefully targeted with appropriate adverts. However, many will not be watching or interested and if the weather is poor there will be no interest at all. Cannot target all types of customers and this may be a waste of money as adverts are expensive (L3) .	12	<p>Advantages:</p> <ul style="list-style-type: none"> • Large target market. • Onboard advertising catches variety of customer types from business, leisure and specific commuters. • Sailing every day of the year. • Modern TV screens. • Captive audience – 5.4 million. <p>Disadvantages:</p> <ul style="list-style-type: none"> • People don't really pay attention. • They have already made up their minds where they are going to visit. • If the trip is rough due to inclement weather they will not be interested. • Many on board are commuters of business people and will not be visiting attractions anyway. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes advantages and disadvantages of advertising. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 1: <i>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p>Level 2: [5-8 marks] Candidate describes advantages and disadvantages of advertising onboard Wightlink ferries. Candidate will show an understanding of the question and include explanations of a number of advantages/disadvantages which may be assessed with some success. The assessment in the most part is accurate and relevant.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 2: <i>No list – must be at least ‘describe’.</i> <i>Description only – 5 marks.</i> <i>Explanation/analysis – 6 or 7 marks.</i> <i>Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of advantages and disadvantages of advertising onboard Wightlink ferries. Candidate effectively assesses advantages and disadvantages of onboard advertising. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
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						<p>Level 3: <i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p>

Question		Answer	Marks	Guidance
3	(a)	<ul style="list-style-type: none"> Market segmentation is a way of dividing the overall market into segments or groups of customers (✓). This helps Wightlink as they can target those who are sufficiently alike to suggest that they will have similar needs for products and services (✓) e.g. socio-economic groupings (✓) – age (✓), family (✓), lifestyle (✓). They can adjust their fares accordingly (✓) offer suitable promotions (✓) and understand the needs of their customers better (✓). This will create greater understanding resulting in more profit for the company (✓). 	4 [1+1]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>....mystery shoppers are anonymous and can therefore interact with staff at different levels to assess the impact of WLTV. They are independent and therefore will be objective in their opinions and unbiased. They tend to be quite expensive and can be difficult to organise without gaining suspicion</p> <p>..... focus groups may be a better option with a more open forum for discussion (L3).</p>	12	<p>Answer may inevitably consider mystery shoppers and on-line surveys against:</p> <ul style="list-style-type: none"> • User research. • Ethnographic research. • Focus groups. • Questionnaires. • Observation 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes reasons why mystery shoppers and on-line surveys are effective research techniques. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 1: <i>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p>Level 2: [5-8 marks] Candidate describes reasons why mystery shoppers and on-line surveys are effective research techniques for Onboard TV. Candidate will show an understanding of the question and include explanations of the reasons why certain research techniques are effective for</p>

Question			Answer	Marks	Guidance
					<p align="center">Content</p> <p align="center">Levels of response</p>
					<p>Onboard TV which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 2: <i>No list – must be at least ‘describe’.</i> <i>Description only – 5 marks.</i> <i>Explanation/analysis – 6 or 7 marks.</i> <i>Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the reasons why mystery shoppers and on-line surveys are effective research techniques for Onboard TV. Candidate effectively assesses the effectiveness of these market research techniques. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

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						<p>Level 3: <i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p>

Question		Answer	Marks	Guidance
	(c)	<ul style="list-style-type: none"> Stimulate demand (✓) create greater profit for organisation (✓). Inform customers of new products/services (✓) or of a change in name or merger (✓) prevents loss of custom (✓). Raise and maintain customer awareness (✓) so product or service is not forgotten (✓) and can continue in the market place (✓). Provide incentives to purchase carrot and stick theory, gain greater market share (✓) and profit keeps ahead of competitors (✓) must not be complacent as external forces may develop (✓). 	9 [1+2]*3	One mark for each correct identification up to a maximum of three identifications, plus up to a further two marks for each of three explanations.

Question		Answer	Marks	Guidance
4	(a)	<ul style="list-style-type: none"> Location (✓) three sites (✓). Booking mechanisms (✓) bookings can be made via the web, telephone, call centre at the terminals and by post (✓). 	4 [1+1]*2	One mark for each correct identification up to a maximum of two identifications, plus up to a further one mark for each of two explanations.
	(b)	(i) <ul style="list-style-type: none"> Based on idea that products pass through distinct stages (✓). These are development (✓), introduction (✓), growth (✓), maturity (✓), decline (✓) and rejuvenation (✓). 	3 [3*1]	Up to three marks for explanation.

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	(ii)	Wightlink have been established for over 160 years, however it has changed its name and ownership during this period of time. The continued investment moves this company into established period of growth due to the numbers of passengers increasing and the different types of passengers travelling. The re-vamp of the ferries and their continued attempts to link to new attractions and festivals keeps them in a positive economic position (L2).	6	<ul style="list-style-type: none"> Established for 160 years. Changed names and ownership. Number of passengers using ships. And types of passengers using ships. Used for commercial as well as business and leisure. Success of advertising. Investment into ships. Car ferries have undergone a distinct re-vamp now providing new facilities and attractions to occupy passengers. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes at which stage of product life cycle they would place Wightlink. Information may be in the form of a list. There is little or no attempt to justify the selected stage. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of where they would place Wightlink on the product life</p>

Question		Answer	Marks	Guidance	
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					cycle. Candidate effectively justifies choice made. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.
	(c)	<p>....major technological advancements are occurring in the world today. Ship designs, booking mechanisms are dynamic and ultimately Wightlink have to pay out to keep abreast of these advancements. This must be carefully matched to the economic wealth of the company as marketing and development go hand in hand.....companies are susceptible to economic downturns when passengers with less disposable income are able to travel, this ultimately causes a slowdown in growth and prevents investments (L3).</p>	12	<p>Political:</p> <ul style="list-style-type: none"> • Actions of Government have major effect on business and markets. Public spending, tax, laws, etc. <p>Economic:</p> <ul style="list-style-type: none"> • Distribution of wealth – recession, people not travelling or spending money on vacations. Always the commuters available, but commercial may die off. <p>Social:</p> <ul style="list-style-type: none"> • Demographic changes, altering product to cater for different markets. <p>Technological:</p> <ul style="list-style-type: none"> • Changes in ship designs, booking mechanisms, advertising onboard. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes political, economic, social and technological factors. Information may be in the form of a list. There is little or not attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p>

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						<p>Level 1: <i>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</i></p> <p>Level 2: [5-8 marks] Candidate describes how political, economic, social and technological factors can affect the successful operation of Wightlink. Candidate will show an understanding of the question and include explanations of the likely impact of political, economic, social and technological factors which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p>

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						<p>Level 2: <i>No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how political, economic, social and technological factors can affect the successful operation of Wightlink. Candidate effectively assesses the likely impact of political, economic, social and technological factors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriately terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</i></p>

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						<p>Level 3: <i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i> <i>With overall supporting conclusion – 12 marks.</i></p>

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